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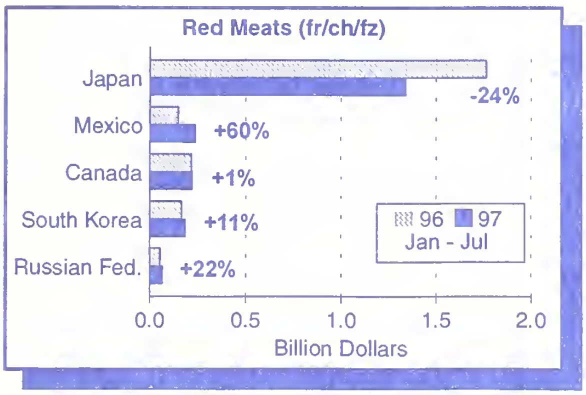
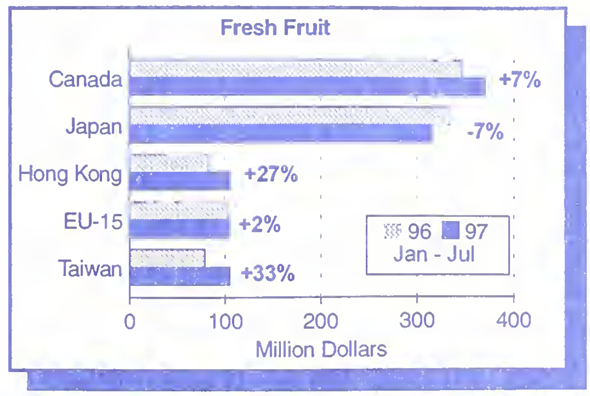
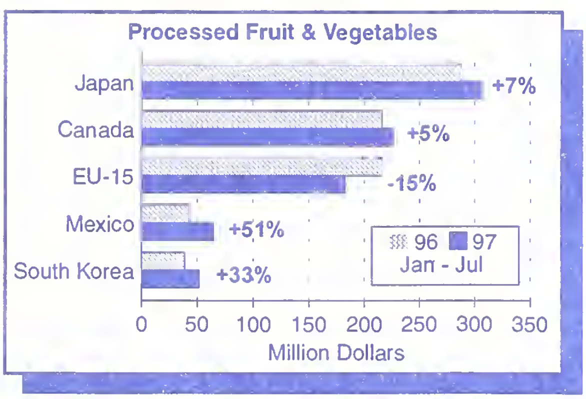
September 1997

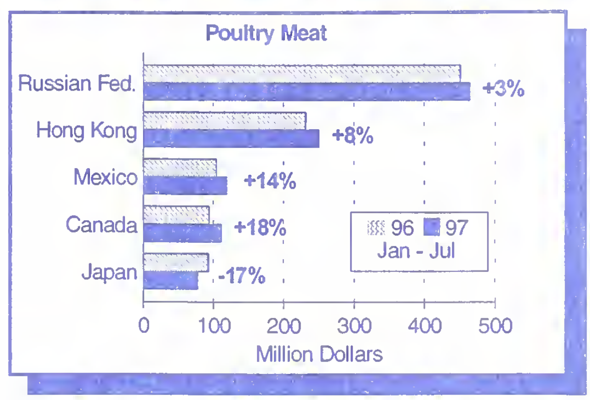
Agricultural Trade Highlights

Consumer Food Trade Trends. . . Top Five Markets









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Trade Trend Top Five Markets for Selected U.S. Consumer Foods

January - July Comparisons

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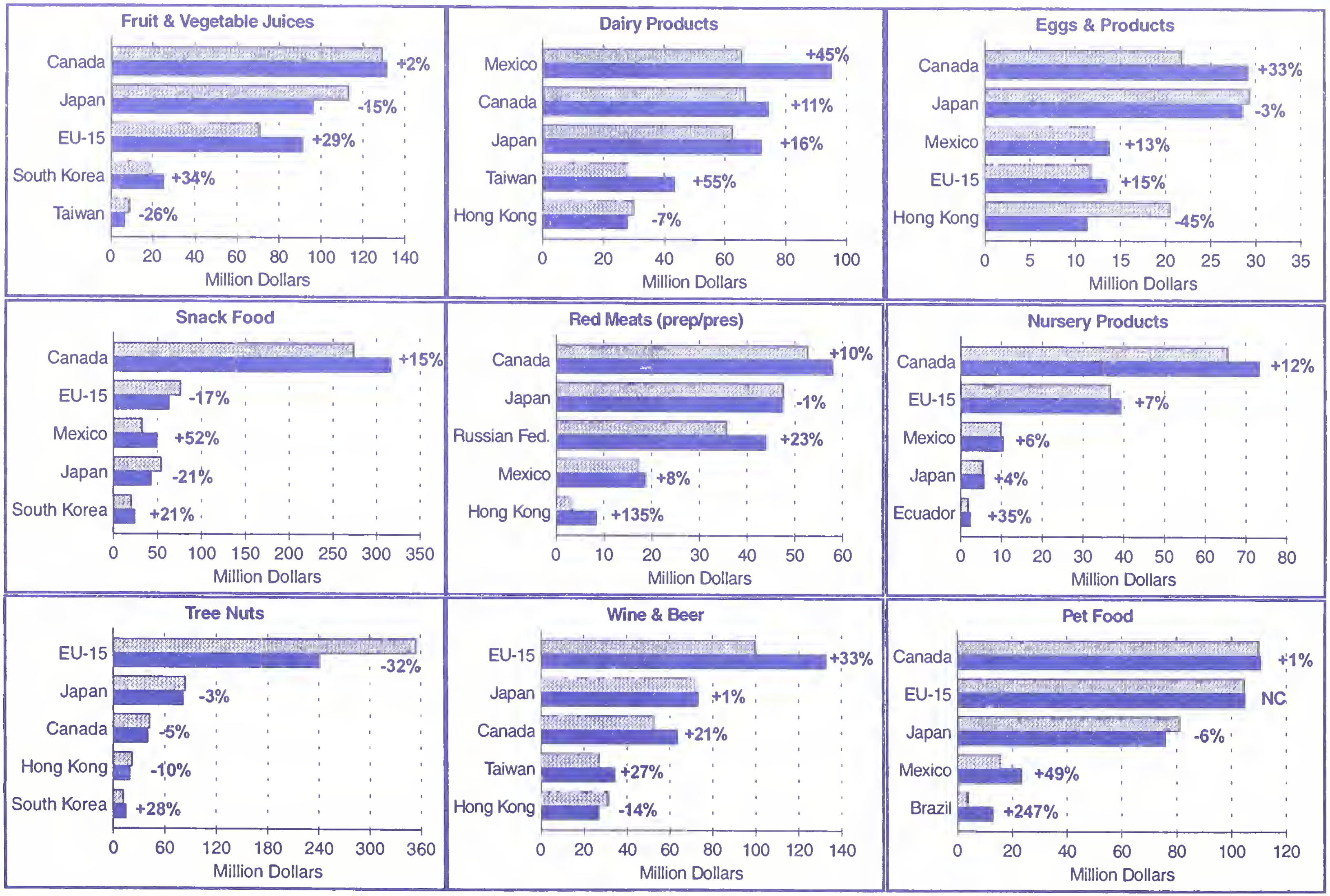

Note: Percentages are computed as the change from 1996 to 1997.

Feature: Pizza Goes Around the World

Pizza Marketing Tips:

- Know the local market.
- Adaptability is reason for global popularity of pizza
  Investigate:
  - -local taste preferences ..... types of cheese/ amount of cheese/ types of topping
  - - local means of cooking .... oven/ microwave/ frying pan
  - - size .... large in Europe/ small in Asia
  - - when is pizza consumed ... evening meal/ lunch/ breakfast - Japan/ snack
- Use American culture to sell pizza.
- Frozen pizza sales potential follows development of supermarkets
  - Go where the supermarkets are

Pizza: A Global Phenomena

The popularity of pizza is a global phenomena. Throughout the world, from New York to Tokyo to Shanghai to Paris, consumption of pizza is on the upswing. Reports from pizza equipment manufacturers indicate strong global demand for their products as entrepreneurs attempt to meet the demand for pizza. It is popular with virtually all segments of the population, including children, teenagers, young singles, and families. The only possible exception is the elderly.

Pizza came to the United States with Italian immigration. After World War II it surged in popularity. Despite its Italian origins, pizza's global appeal has to do with its perceived identity as "American," and its adaptability to regional taste preferences. Pizza chain restaurants, such as Pizza Hut, introduced pizza as an American cultural food product into many markets throughout Asia, the Middle East, and Latin America. The popularity of pizza then spread from restaurant chains to single proprietor restaurants to frozen pizza sales. Opportunities for local and imported frozen pizza sales reflect this global popularity.

American Culture Sells Pizza

In European markets, such as Germany, pizza was introduced by Italian guest workers in the 1960's. Today, pizza sales are driven by American cultural marketing: *Yogi Bear* and *Booboo* brand frozen pizzas are produced by a German frozen pizza manufacturer. Similarly, in the United Kingdom, other European frozen pizza companies use American themes to drive sales. One German pizza company, Wagner, sells American style pizzas called *Supreme, Western, Hawaii, Mexicana,* and *Shanghai.* Despite the international sounding names, these pizzas are viewed as American products. Another example of the selling power of Americana is the *Big Americans* brand pizza sold in the United Kingdom. These are large pizzas, with names such as *California,* with toppings of tuna, corn and red onions, or *TexMex* with salami, peppers, corn and kidney beans.

Pizza Traits Around the World

American pizza chain restaurants, such as Pizza Hut and Domino's, are becoming as much an American global presence as the fast food hamburger chains. Across the world, pizza restaurants are viewed as a place for family dining and work lunch spots.

Frozen pizza is primarily sold in supermarkets. Its market potential follows the rapid development of supermarkets in emerging markets such as Indonesia, China, or the Philippines.

Frozen pizza appears to be most popular in Western Europe, particularly in Germany and the United Kingdom. Those are highly differentiated frozen pizza markets

U.S. Global Frozen Pizza Exports
Sales Reach Record $32.6 Million in 1996

...Pizza Goes Around the World

with a wide range of frozen products offered for adults or children. The adult pizza market includes everything from gourmet, hand-made pizza baked in a wood-fired oven to multi-topping super-sized pizza.

Pizza's Global Adaptation

Pizza always has a grain-based dough and cheese, even in Asia where cheese is not commonly consumed. Pizza's adaptability to local tastes and kitchens which accounts for its global popularity. Two major regional differences stand out for pizza. In Europe and the Western Hemisphere pizza is viewed as a convenience food. There is a general preference for large-sized pizzas, more toppings and stronger cheeses. Mozzarella cheese is not the only acceptable pizza cheese. For example in France, popular cheeses in pizza are goat, blue and Emmentaler. Frozen pizza is cooked in a oven.

In contrast, Asians in general prefer smaller-sized pizza, with less cheese, and use more seafood toppings. Toppings are significantly different with Thousand Island dressing being a typical topping in China and mayonnaise in Japan. Frozen pizzas cooked at home are typically prepared in a microwave oven, because most

Global Appetite for Pizza Greater Than Current U.S. Export Markets

U.S. Frozen Pizza Exports by Region - 1996

Asian households do not have ovens. An alternative way of preparing frozen pizza is in a frying pan.

Frozen pizza manufacturers must take into account the different means of preparing their product when contemplating the Asian market. Pizza Hut in Asia adaptated pizza to local tastes, with offerings such as *Tuna Delight* with tuna and green bean toppings in Shanghai, or *Tokyo Temptation* with beef, crab sticks, golden mushroom and pepperoni on Thousand Island sauce in Hong Kong. With the exception of Japan, frozen pizza tends to have fewer and simpler toppings than what is available in pizza restaurants.

Overall, pizza benefits from general trends in the diet of Asians, particularly in the emerging markets. As income has risen, there has been a shift from consumption of rice to wheat-based starches. In addition, there is greater consumption of animal protein, fruit, and vegetables. While this does not explain the popularity of *Fisherman's Favorite* pizza with toppings of tuna, crab sticks, onion, pineapple, green pepper, and Thousand Island sauce, it is consistent with the overall trend.

Pizza owes its global popularity to a combination of factors, including adaptability to local tastes, ease of preparation, availability in restaurants or frozen in supermarkets, its appeal to nearly all population segments, and association with American culture.

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U.S. Frozen Pizza Export Capsule

U.S. exports of frozen pizza reached a record $32.6 million in 1996, up from only $700 thousand in 1989. In the first seven months of 1997, global pizza exports were up 22 percent. For comparison, total U.S. consumer food exports in 1997 rose only 3 percent. Eighty percent of shipments were to North America, primarily to Canada. Exports to North America were $15.5 million in 1996. This year, sales are 28 percent ahead of those in 1996. Exports to Mexico in 1997 have recovered sharply, up 50 percent, from the $186 thousand level for all of 1996 to which pizza sales fell as a result of the peso crisis. Sales to the Pacific Rim are 34 percent higher. The largest Asian market for in 1996 was South Korea, at $1.6 million. So far this year, exports to Japan have grown 60 percent and Hong Kong has grown 151 percent. U.S. frozen pizza competes with local frozen pizza products in developed pizza markets such as Canada, Western Europe and Japan. In addition, it competes with pizza restaurants: individually-owned, and chain restaurants such as Pizza Hut and Dominos. While there are significant market hurdles, including cold chain integrity, import restrictions, food label and content issues, and tariffs, the growing global popularity of pizza leaves many export opportunities for U.S. frozen pizza manufacturers.

Bites & Bits

GLOBAL CONSUMER MARKET INFORMATION FOR THE U.S. FOOD AND AGRIBUSINESS COMMUNITY

Opportunities arise constantly in consumer foods markets around the world. Tracking these changes, the overseas posts of the Foreign Agricultural Service serve as the eyes and ears for global market intelligence for U.S. food processors and agribusinesses. Bites & Bits highlights market trends spotted by U.S. agricultural trade officers and attaches around the world through local press and industry contacts. This information is provided for the use of U.S. companies looking at overseas markets and does not carry the endorsement of the U.S. Department of Agriculture, nor does it represent the official view of USDA.

BANNER YEAR FOR WESTERN-STYLE RESTAURANTS IN KOREA... Sales growth in the first half of 1997 was up for eight of the nine major family and fast food restaurants, and all nine have expanded their outlet numbers. Bennigan's led the sales increases with 226-percent growth. Sales also grew at Popeye's, Burger King, Pizza Hut, Skylark, Lotteria, McDonald's, and TGIFriday's; Coco's first half sales were unchanged from last year. Popeye's is the fastest growing fried chicken chain in Korea, recently opening its 100th store. The company is expanding to China, with plans to open its first store in Beijing in December 1997. The company expects to have thirty locations in China by the end of 1998.

BRAZIL'S EMERGING MIDDLE CLASS ...Recent reforms have improved the economic prospects for Brazil's middle- and lower-income consumers, according to press reports. With inflation tamed, purchasing power has increased and banks are extending credit to people once too poor to be considered for loans. As a result, Brazilians once living at subsistence level now have disposable income. Consumers are using credit to buy items such as appliances for the first time: microwave sales increased 73 percent over last year and refrigerator sales grew 32 percent. U.S. consumer food exports have also grown from $22 million in 1992 to $171 million in 1996.

FUN AND GAMES IN VIETNAM... Vietnam's first theme park, a games arcade, is slated to open in February 1998 according to trade press sources. The park will offer instant photo stickers, virtual reality games, and other high-tech amusement in Hanoi's Lenin Park; visitors during its first year are projected at 300,000. The government devised the idea of a theme park as a way for citizens to develop and improve their computer skills. The park will be developed by a Japanese/Vietnamese joint venture.

AUSTRIANS LIKE CONVENIENCE ...Supermarkets are the most important outlet for fast food in Austria according to a recent Nielsen study, reports Ag Vienna. Nearly 40 percent of all fast food is purchased in grocery stores, followed by traditional hot dog stalls at 33 percent, and McDonald's at 27 percent. Consumers cite time savings as the main reason for buying fast food. Typical consumers are city-dwelling males, 14 to 29 years old. A potential niche exists for 'natural' and vegetarian fast foods, which are preferred by a majority of people polled for the study.

HYPER MARKETS MOVE TO THE SUBURBS ...In August 1997, Korea Makro, a Korean-Dutch joint venture discounter, opened its third outlet in Yongin, a rapidly developing satellite city near Seoul. The third Makro offers 15,000 different kinds of products in a "one-stop" shopping venue. The new store includes a 900-car parking lot, a photo shop, large restaurants, and a children's play ground. The company is also looking to expand in Bundong and Sungnam, other satellite cities of Seoul.

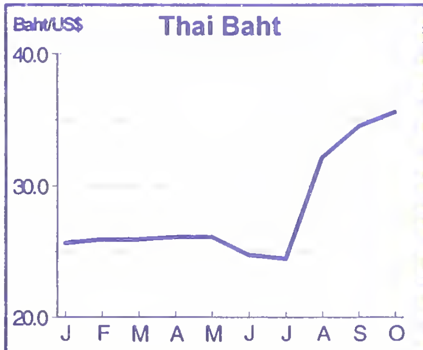
ORGANICS GO MAINSTREAM IN TAIWAN...ATO Taipei reports that Wellcome (a major supermarket chain) and Sogo (a department store) have both launched sales of organic products in their supermarkets recently. Currently, Sogo only stocks organic vegetables; the selling price has averaged about three times more than conventional vegetables. According to Sogo, primary purchasers are middle-aged housewives concerned with the health of their husbands and children. Wellcome sells organic vegetables and other organic products in a newly established "organic product sales corner." A survey of consumers by a local food products association found that 40 percent are willing to purchase organic foods. Currently Taiwan does not have processing capacity so all processed organic foods are imported. Organic vegetables are domestically produced while many organic fruits are imported.

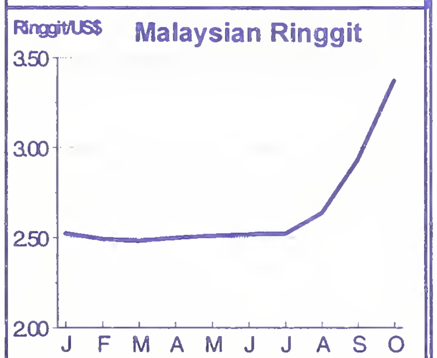
--Complied by Carmi Lyon

For more information on the reports in this column, call (202) 690-5667 or e-mail: LyonC@fas.usda.gov.

Note: "ATO" refers to Agricultural Trade Office; "Ag" refers to the Agricultural Affairs Office of the U.S. embassy in the listed city.

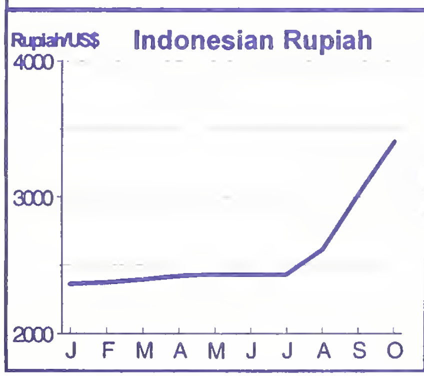
Regional Snapshot: Exchange Rate Shift in South East Asia Makes U.S. Products More Expensive in Local Currency

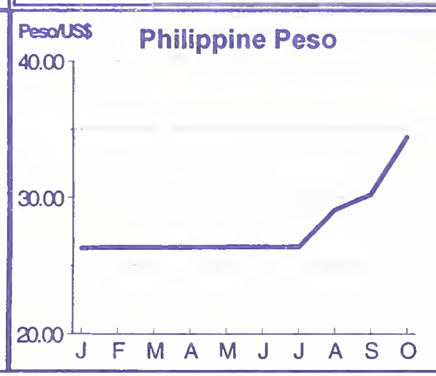


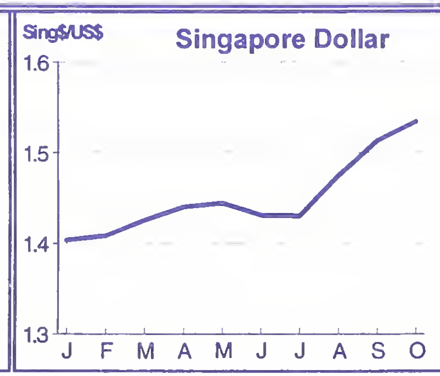


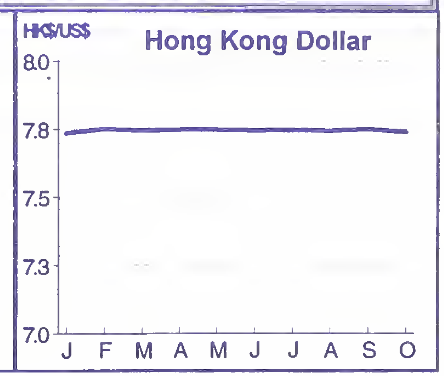
Currencies	Current Rates 10/1/97	7/1/97	Percent Change in Value
Hong Kong Dollar	7.7375	7.7461	+0.11
Indonesian Rupiah	3420.0	2431.50	-40.65
Malaysian Ringgit	3.3720	2.5242	-33.59
Philippine Peso	34.430	26.373	-30.55
Thai Baht	35.925	24.450	-46.93
Singapore Dollar	1.5340	1.4298	-7.29

NOTE: Exchange rates are daily spot quotes as of 3:00 PM Eastern Time, October 1, 1997
Source: CMP/OA/FAS Exchange Rate Database and Wall Street Journal. Monthly exchange rates are from the first business day of the month. An increase in local currency to the U.S. dollar indicates a fall in the value of the local currency. Compiled by Paula Lane, e-mail: lane@fas.usda.gov.









U.S. Agricultural Export Value by Region

Monthly and Annual Performance Indicators

	July			October-July			Fiscal Year		
	1996	1997		FY '96	FY '97		1996	1997(f)	
	-- $Billion --		Chg	-- $Billion --		Chg	-- $Billion --		Chg
Western Europe	0.519	0.500	-4%	8.092	7.977	-1%	9.275	9.5	2%
European Union 1/	0.493	0.441	-11%	7.793	7.538	-3%	8.913	9.0	1%
Other Western Europe	0.026	0.059	125%	0.299	0.439	47%	0.363	0.5	38%
Central & Eastern Europe	0.028	0.013	-52%	0.338	0.266	-21%	0.399	0.3	-25%
Former Soviet Union	0.109	0.111	1%	1.352	1.323	-2%	1.650	1.5	-9%
Russian Federation	0.095	0.089	-6%	1.012	1.079	7%	1.235	1.4	13%
Asia	1.880	1.473	-22%	22.308	20.430	-8%	25.959	24.2	-7%
Japan	0.851	0.639	-25%	10.146	9.072	-11%	11.873	11.0	-7%
China	0.139	0.096	-31%	1.652	1.644	-0%	1.816	2.0	10%
Other East Asia	0.669	0.518	-23%	6.929	6.462	-7%	8.165	7.6	-7%
Taiwan	0.310	0.186	-40%	2.489	2.239	-10%	2.924	2.5	-15%
South Korea	0.247	0.203	-18%	3.169	2.890	-9%	3.710	3.5	-6%
Hong Kong	0.112	0.128	14%	1.270	1.330	5%	1.531	1.6	5%
Other Asia	0.221	0.220	-0%	3.581	3.251	-9%	4.104	3.6	-12%
Pakistan	0.001	0.009	1460%	0.301	0.316	5%	0.394	0.4	1%
Philippines	0.091	0.036	-60%	0.774	0.736	-5%	0.904	0.9	-0%
Middle East	0.157	0.176	12%	2.122	2.094	-1%	2.537	2.1	-17%
Israel	0.042	0.033	-22%	0.531	0.479	-10%	0.626	0.6	-4%
Saudi Arabia	0.057	0.042	-27%	0.482	0.479	-1%	0.579	0.6	4%
Africa	0.256	0.281	10%	2.402	1.709	-29%	2.952	1.8	-39%
North Africa	0.188	0.231	23%	1.662	1.070	-36%	2.071	1.1	-47%
Egypt	0.130	0.170	30%	1.119	0.684	-39%	1.418	0.6	-58%
Algeria	0.028	0.033	21%	0.277	0.220	-20%	0.313	0.3	-4%
Sub-Saharan Africa	0.069	0.050	-27%	0.740	0.639	-14%	0.881	0.7	-21%
Latin America	0.900	0.794	-12%	8.268	8.326	1%	9.920	10.1	2%
Mexico	0.455	0.404	-11%	4.208	4.213	0%	5.005	5.1	2%
Other Latin America	0.445	0.390	-12%	4.060	4.113	1%	4.915	5.0	2%
Brazil	0.078	0.029	-62%	0.442	0.388	-12%	0.577	0.5	-13%
Venezuela	0.035	0.035	-1%	0.380	0.473	25%	0.446	0.6	35%
Canada	0.536	0.591	10%	4.986	5.503	10%	5.988	6.5	9%
Oceania	0.043	0.047	9%	0.386	0.420	9%	0.476	0.5	5%
World Total	**4.449**	**3.989**	**-10%**	**50.807**	**48.363**	**-5%**	**59.795**	**56.5**	**-6%**

Note: 1/ EU-15 includes the newest member states of Austria, Finland and Sweden.
FY 1997 forecasts (f) are based on USDA's "Outlook for U.S. Agricultural Exports," published August 28, 1997.

U.S. Exports of Agricultural, Fish & Forest Products by Major Group

Monthly and Annual Performance Indicators

Export Values	July 1996	July 1997	Chg	October-July FY '96	October-July FY '97	Chg	Fiscal Year 1996	Fiscal Year 1997(f)	Fiscal Year 1998(p)	97/98 Chg
	-- $Billion --			-- $Billion --			-- $Billion --			
Grains and Feeds 1/	1.802	1.127	-37%	18.116	13.648	-25%	21.553	16.1	17.3	7%
Wheat & Flour	0.632	0.395	-38%	5.555	3.230	-42%	7.032	4.0	4.6	15%
Rice	0.066	0.057	-13%	0.839	0.860	3%	1.004	1.0	1.0	0%
Coarse Grains 2/	0.779	0.332	-57%	8.209	5.932	-28%	9.338	6.9	7.5	9%
Corn	0.702	0.292	-58%	7.411	5.272	-29%	8.369	6.1	6.8	11%
Feeds & Fodders	0.200	0.206	3%	2.231	2.243	1%	2.627	2.6	2.5	-4%
Oilseeds and Products	0.624	0.526	-16%	8.380	10.076	20%	9.670	10.8	9.9	-8%
Soybeans	0.373	0.196	-47%	5.533	6.308	14%	6.312	6.9	6.1	-12%
Soybean Cakes & Meals	0.143	0.075	-48%	1.079	1.579	46%	1.305	1.7	1.4	-18%
Soybean Oil	0.008	0.038	388%	0.248	0.422	70%	0.272	0.5	0.6	20%
Other Vegetable Oils	0.035	0.092	167%	0.710	0.706	-1%	0.836	N/A	N/A	NA
Livestock Products	0.587	0.667	14%	6.878	6.360	-8%	8.067	7.9	8.7	10%
Beef, Pork & Variety Meats	0.308	0.369	20%	3.742	3.254	-13%	4.343	4.2	4.8	14%
Hides, Skins & Furs	0.136	0.138	2%	1.397	1.438	3%	1.677	1.7	1.8	6%
Poultry Products	0.219	0.219	0%	2.215	2.383	8%	2.730	3.0	3.0	0%
Poultry Meat	0.187	0.188	1%	1.902	2.053	8%	2.353	N/A	N/A	NA
Dairy Products	0.061	0.089	46%	0.624	0.673	8%	0.719	0.8	0.8	0%
Unmanufactured Tobacco	0.044	0.057	30%	1.217	1.448	19%	1.393	1.6	1.6	0%
Cotton and Linters	0.073	0.190	159%	2.862	2.457	-14%	3.028	2.7	2.8	4%
Planting Seeds	0.049	0.044	-11%	0.635	0.797	26%	0.727	0.9	0.9	0%
Horticultural Products	0.822	0.886	8%	8.321	8.826	6%	10.019	10.6	11.2	6%
Sugar & Tropical Products	0.167	0.184	10%	1.558	1.692	9%	1.886	2.1	2.3	10%
Forest Products 4/	0.509	0.571	12%	5.830	6.283	8%	7.060	N/A	N/A	N/A
Fish and Seafood Products 4/	0.411	0.279	-32%	2.354	2.243	-5%	2.867	N/A	N/A	N/A
Total Agriculture	4.448	3.989	-10%	50.805	48.361	-5%	59.792	56.5	58.5	4%
Total Ag., Fish & Forest	5.368	4.838	-10%	58.989	56.886	-4%	69.720	N/A	N/A	N/A

Export Volumes	July 1996	July 1997	Chg	October-July FY '96	October-July FY '97	Chg	Fiscal Year 1996	Fiscal Year 1997(f)	Fiscal Year 1998(p)	97/98 Chg
	---- MMT----			---- MMT----			---- MMT----			
Grains and Feeds 1/	8.365	6.726	-20%	93.869	77.588	-17%	110.130	N/A	N/A	NA
Wheat	2.947	2.464	-16%	26.352	18.011	-32%	33.716	23.5	30.0	28%
Wheat Flour	0.039	0.056	42%	0.379	0.411	8%	0.470	0.5	0.5	0%
Rice	0.167	0.189	13%	2.394	2.276	-5%	2.831	2.5	2.7	8%
Coarse Grains 2/	4.192	2.814	-33%	52.317	44.449	-15%	58.656	52.2	58.2	11%
Corn	3.762	2.474	-34%	47.352	39.359	-17%	52.681	46.0	52.0	13%
Feeds & Fodders	0.836	0.985	18%	10.410	10.356	-1%	12.065	12.2	12.4	2%
Oilseeds and Products	1.912	1.225	-36%	26.978	30.546	13%	30.759	33.0	36.2	10%
Soybeans	1.253	0.632	-50%	19.810	21.847	10%	22.372	23.7	26.0	10%
Soybean Cakes & Meals	0.544	0.280	-48%	4.587	5.730	25%	5.445	6.1	6.6	8%
Soybean Oil	0.012	0.065	431%	0.411	0.758	84%	0.450	0.8	1.0	25%
Other Vegetable Oils	0.043	0.146	240%	0.972	1.055	9%	1.146	N/A	N/A	NA
Livestock Products 3/	0.270	0.280	4%	3.318	2.593	-22%	3.791	N/A	N/A	NA
Beef, Pork & Variety Meats	0.107	0.126	17%	1.205	1.108	-8%	1.410	1.4	1.6	14%
Poultry Products 3/	0.196	0.220	12%	1.954	2.118	8%	2.383	N/A	N/A	NA
Poultry Meat	0.191	0.216	13%	1.911	2.067	8%	2.330	2.5	2.6	4%
Dairy Products 3/	0.030	0.047	59%	0.390	0.357	-9%	0.445	N/A	N/A	NA
Unmanufactured Tobacco	0.007	0.007	0%	0.192	0.219	14%	0.218	N/A	N/A	NA
Cotton & Linters	0.042	0.118	183%	1.603	1.474	-8%	1.703	1.6	1.6	0%
Planting Seeds	0.072	0.069	-4%	0.571	1.089	91%	0.665	N/A	N/A	NA
Horticultural Products 3/	0.615	0.711	15%	6.062	6.419	6%	7.139	7.5	7.7	3%
Sugar & Tropical Products 3/	0.108	0.099	-8%	0.927	0.959	3%	1.137	N/A	N/A	NA
Total Agriculture 3/	11.617	9.502	-18%	135.865	123.362	-9%	158.371	144.3	161.4	12%

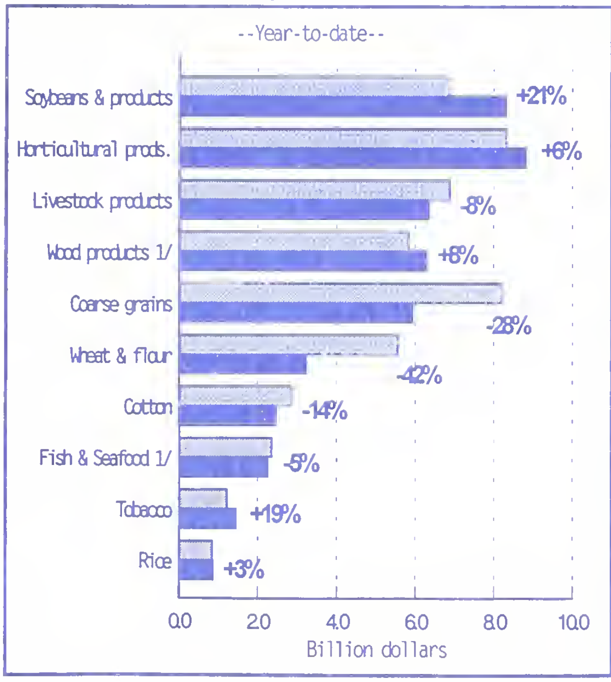
Notes: 1/ Includes pulses, corn gluten feed and meal; 2/ Includes corn, oats, barley, rye and sorghum; 3/ Includes only those items measured in metric tons; 4/ Items not included in agricultural product totals. N/A = not available.
FY 1997 and 1998 forecasts (f) are based on USDA's "Outlook for Agricultural Exports," published August 28, 1997.

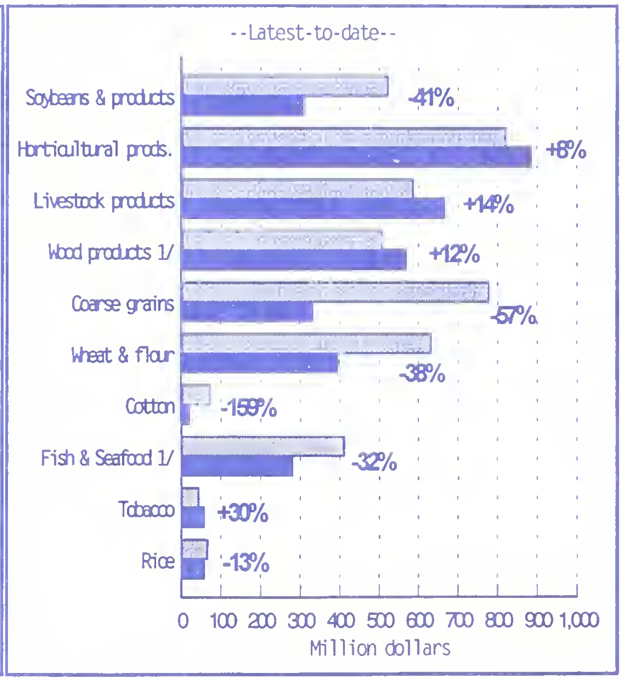
U.S. Agricultural, Fish, and Wood Export Summaries

October-July and Latest Month Comparisons

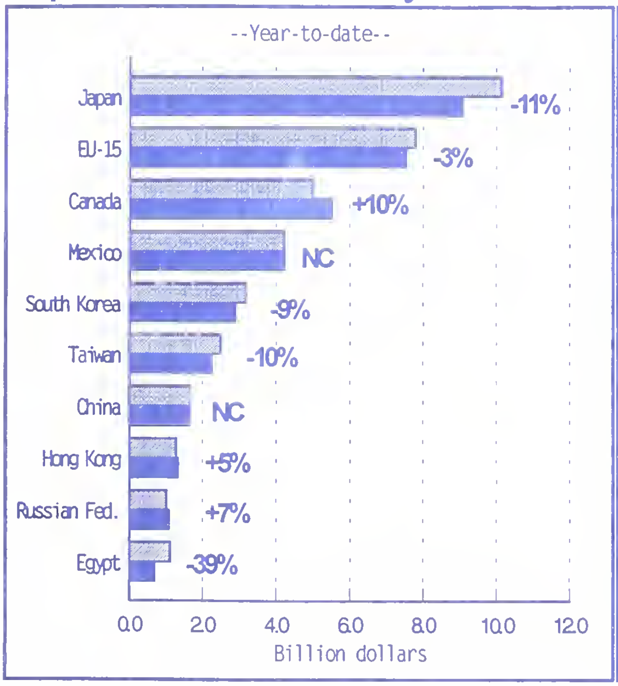
FY 96 FY 97

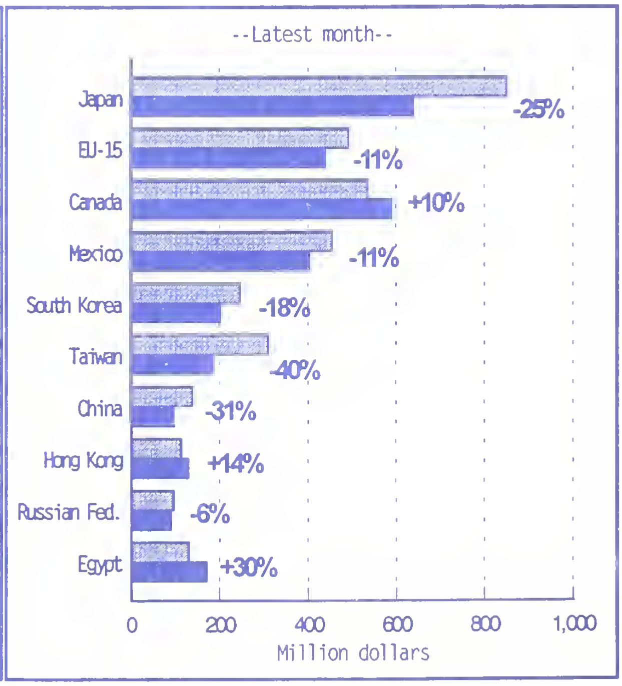
Product Summary





Top Ten Markets Summary

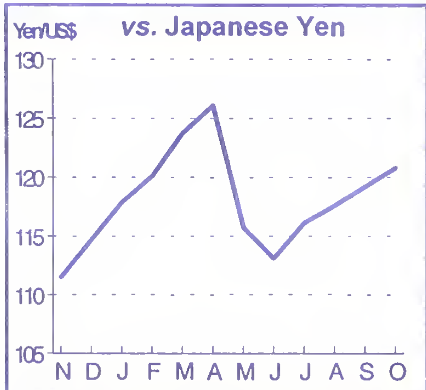


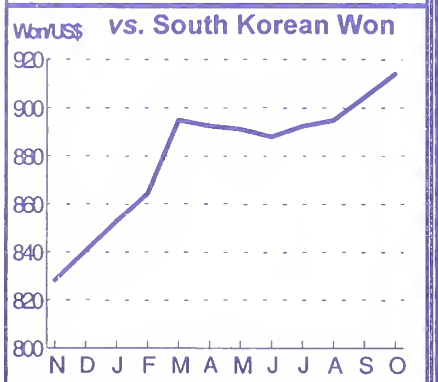


Note: Percentages are computed as the change from a year ago.
1/ Not included in agricultural totals.

Value Of U.S. Dollar Against Major World Currencies

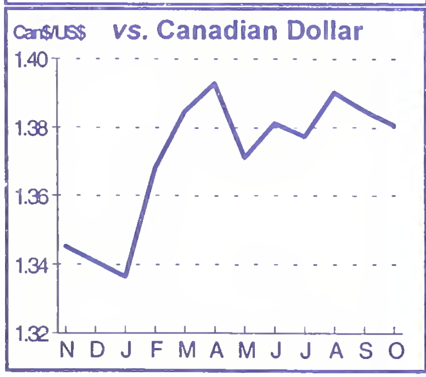
Daily Spot Quotations & Monthly Averages

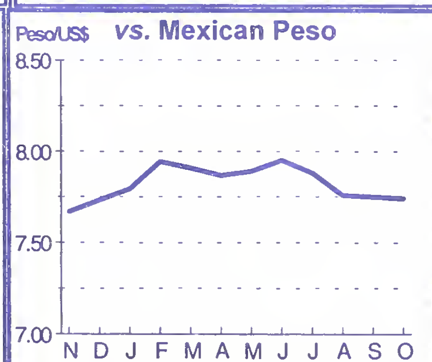


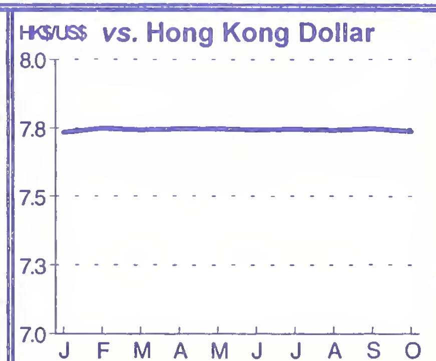


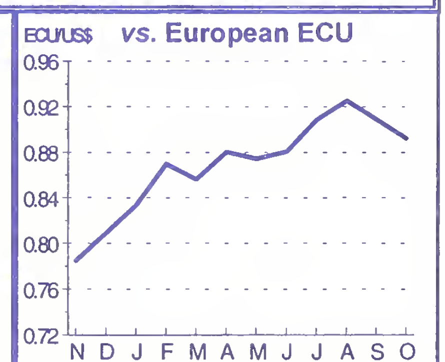
Currencies	Current Rate 10/13/97	Month Ago 9/4/97	Year Ago 10/96	% Change Year Ago 10/96
Argentine Peso	.9986	.9986	.9988	-0.02
Australian Dollar	1.3510	1.3648	1.2674	6.60
Brazilian Real	1.0980	1.0916	1.0170	7.96
Canadian Dollar	1.3807	1.3848	1.3706	0.74
Hong Kong Dollar	7.7350	7.7475	7.7323	0.03
Japanese Yen	120.83	120.95	110.23	9.62
Mexican Peso	7.7410	7.8100	7.5150	-3.01
Taiwan Dollar	28.477	28.618	27.498	3.56
South Korean Won	914.00	906.40	828.75	10.29
European ECU	.89230	.92524	.79783	11.84
-British Pound	.6156	.6314	.6419	-4.10
-French Franc	5.8730	6.1065	5.1405	14.25
-German Mark	1.7550	1.8155	1.5110	16.14

NOTE: Exchange rates are daily spot quotes as of 3:00 PM Eastern Time, October 13, 1997.
Source: CMP/OA/FAS Exchange Rate Database and Wall Street Journal.









USDA Trade Show Calendar

Tallinn Food Show '97
November 4-6, 1997
Pirita Fairs Center
Tallinn, Estonia

● Number of visitors: 18,000
Tallinn is also a "gateway" for trade with Russia (particularly St. Petersburg and Moscow) and the Ukraine.

Jolanta Andersonne
American Embassy, Raina
Blvd. 7, LV-1510
Riga, Lativa
Tel: 011-371-7-210-006
Fax: 011-371-7-227-390
E-mail:agriga@usda1.sprint.com

USDA Contact:
Valerie Brown
Tel: 202-720-3425
Fax: 202-690-0193
E-mail: brownvr@fas.usda.gov

Food & Hotel Vietnam '97
November 5-8, 1997
Ho Chi Minh City, Vietnam

HIECC
Export Promotion Services Agency
1205, Home Place Office Bldg.
283/62 Sukkhumvit 55 Rd.
Bangkok 10110
Tel: 011-662-712-7257
Fax: 011-662-712-726

USDA Contact:
Tobitha Jones
Tel: 202-690-1182
Fax: 202-690-4374
E-mail: joneste@fas.usda.gov

Food & Hotel Philippines
February 18-21, 1998
Manila, Philippines

● The Philippines continues to emerge as one of the brightest prospects in Asia for growth in U.S. consumer-oriented foods exports.

Commerce Tours International
870 Market Street, Suite 920
San Francisco, CA 94102
Tel: 415-433-3072
Fax: 415-433-2820

USDA Contact:
Tobitha Jones
Tel: 202-690-1182
Fax: 202-690-4374
E-mail: joneste@fas.usda.gov

MEFEX '98
February 28-March 3, 1998
Bahrain Int'l Exhibition Center
Manama, Bahrain

● Number of visitors: 5,126
MEFEX is the Middle East's longest running show at the heart of the US $8 billion Gulf Cooperation Council food and beverage market.

Russell Hood
IMEX Management
6525 Morrison Boulevard, Suite 402
Charlotte, NC 28211
Tel: (704) 365-0041
Fax: (704) 365-8426

USDA Contact:
Gary Fountain
Tel: 202-720-7417
Fax: 202-690-4374
E-mail: fountain@fas.usda.gov

...Trade Show Calendar

Alimentaria '98*
March 2-6, 1998
Barcelona, Spain

● Number of visitors: 140,000
Alimentaria is the largest food exposition in Iberia, held biennially and alternating between Spain and Portugal.

USDA Contact:
Heather Grell
Tel: 202-205-3771
Fax: 202-690-4374
E-mail: grell@fas.usda.gov

Foodex Japan '98
March 10-13, 1998
Nippon Convention Center (Makuhari Messe)
Tokyo, Japan

● Number of visitors: 87,716
An essential and comprehensive stop for any business entering Japan's market.

Japan Management Association
3-1-22, Shibakoen Minato-Ku
Tokyo, Japan
Tel: 011-03-3434-0093
Fax: 011-03-3434-8076

USDA Contact:
Maria Nemeth-Ek
Tel: 202-720-3623
Fax: 202-690-4374
E-mail: nemeth@fas.usda.gov

Great American Food Show-Korea*
March 17-19, 1998
Seoul, Korea

● Number of visitors: 3,500
Philip A. Shull
Agricultural Trade Office-Seoul
82 Sejong-Ro, Chongro-Ku
Seoul, Korea 110-050
Tel: 011-822-397-4297
Fax: 011-822-738-7147

USDA Contact:
Teresina Leslie
Tel: 202-720-9423
Fax: 202-690-4374
E-mail: leslie@fas.usda.gov

Food & Hotel Asia '98
April 14-17, 1998
World Trade Centre
Singapore, Singapore

● Number of visitors: 36,000
Food & Hotel Asia is the largest show held in Southeast Asia. It attracts buyers from Malaysia, Indonesia, Thailand, and the Philippines.

Commerce Tours International, Inc.
870 Market Street, Suite 918
San Francisco, CA 94102
Tel: (415) 433-3072
Fax: (415) 433-2820

USDA Contact:
Teresina Leslie
Tel: 202-720-9423
Fax: 202-690-4374
E-mail: leslie@fas.usda.gov

U.S. Food Export Showcase
May 3-6, 1998
McCormick Place
Chicago, IL

U.S. Food Export Showcase Management
2751 Prosperity Ave., Suite 100
Tel: 703-876-0900
Fax: 703-876-0904

Food & Hotel Africa '98*
August 23-26, 1998
Gallagher Estate, Johannesburg

● Number of visitors: 7,000
An essential gateway to the African Market.

USDA Contact:
Tobitha Jones
USDA Foreign Agricultural Service
14th Street & Independence Ave., SW
Washington, DC 20250-1052
Tel: 202-690-1182
Fax: 202-690-4374
E-mail: joneste@fas.usda.gov

*USDA Sponsored Shows:
USDA is involved in all aspects of show management and provides related services, including:

Assistance in sample product shipment, rental of floor space, booth design/layout, and marketing the show to potential exhibitors (primarily via mass mailing, invitations to special events, printing show directory) and hotel reservations for show participants.

USDA staff from Washington and the local U.S. Embassy provide support to exhibitors.

USDA Endorsed Shows:

USDA recommends these as best avenues to enter prospective market for consumer-oriented foods, and provides limited services related to these shows, including:

Marketing, mailing advertising material, referral to show organizer, setting up information booth or national pavilion, pre-show promotion, invitation of potential buyers.

Recommendation is based on market potential and commitment of USDA staff in the overseas posts. USDA staff overseas provides most of the related services.

Survey the New Frontiers.

Survey the frontiers of agriculture at USDA's seventy-fourth outlook forum. Catch the latest commodity prospects for 1998 and beyond and receive new long-term projections to the year 2007. Hear noted experts and farm leaders tackle front line issues: managing risk, selling bio-engineered products, ensuring food safety, marketing organic foods, honing export strategies, and more.

Act Now To Attend. For program and registration details check the Forum home page, call (202) 720-3050, or dial (202) 694-5700 from your fax machine handset and retrieve document 66666. Call (202) 401-9421 to register.

Agricultural Outlook Forum'98

February 23 and 24, 1998
Washington, D.C.

Presented by the U.S. Department of Agriculture

http://www.usda.gov/oce/waob/agforum.htm • e-mail: agforum@oce.usda.gov

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Agricultural Outlook Forum '98. Attend USDA's seventy-fourth outlook forum, February 23-24, 1998, in Washington, D.C. Leading analysts will forecast commodity prospects, top officials and farm leaders will discuss issues on agriculture's frontier and USDA will issue new long-term projections to the year 2007. For program and registration details call (202) 720-3050, dial (202) 694-5700 from your fax machine handset and retrieve document 66666, or check the Forum home page at http://www.usda.gov/oce/waob/agforum.htm.

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http://www.usda.gov/oce/waob/agforum.htm

Agricultural Outlook Forum'98

February 23-24, 1998
Washington, D.C.

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